wybc 640 ON YOUR DIAL

YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE 5-6284

January 7, 1949

Miss Patricia B. Butler
Tyler House
Smith College
Northampton, Massachusetts

Dear Pat:

Your letter requesting information on our Audience Research methods I have turned over to Charles Welch, our Public Relations Director. His department handles all polling for WYBC. I feel sure that this will solve your problem.

Meanwhile, if anything else comes up, let us know.

Cordially,

Stod

Stoddard P. Johnston
Chairman, 1950 Board

SPJ/fmm